

iMesa

imagine, invest, improve

Steering Committee Meeting

Wednesday, September 21, 2011

20 E. Main Street, Ste. 750, City Council Conference Room

6 PM

Attendance:

| | | |
|------------------------|---------------------|--------------------------|
| Mark Schofield (chair) | John Schroeder | Kathy Macdonald (staff) |
| Stephen Sparks | John Kressaty | Natalie Lewis (staff) |
| Karen Frias-Long | Bill Puffer | Amy Trethaway (staff) |
| Kay Henry | Kate Ali'varius | Melissa Randazzo (staff) |
| David Short | Elizabeth Danielson | Steve Wright (staff) |
| Steve Hale | Ted Wendel | |

Minutes:

- Mark Schofield gave a brief welcome and introduced Public Information and Communications Staff.
- Minutes for previous meetings approved by the committee. John moved to approve with corrections and David seconded the motion.
- Steve Wright and Melissa Randazzo gave a presentation outlining the marketing and communication strategies for the iMesa fall village meetings. Strategies discussed included press releases, direct mail marketing, social media, web, flash mob, promotion at public meetings, op-eds, paid newspaper advertising, email blasts, Mayor's media briefing, and other methods. (See attached presentation)
- Ted suggested that we include materials in Spanish. John K. suggested email blast for HOA's and other cross promotions opportunities.
- Mark and Natalie presented the new village meeting format. The committee agreed to proceed with the proposed open-house format. A similar, scaled-down approach worked well for the Arizona Celebration of Freedom. Ted stated that we need to make sure the format is communicated effectively. Mark stressed that this format supports a sense of community. Kay asked if comments submitted on paper will be input by staff. Kathy stated that any comments submitted outside the iMesa crowdsourcing site will be input by staff under a generic login to iMesa.

- Bill asked what the process will be after the conclusion of the village meetings. Mark explained that the committee will reconvene in December to create a “package” of ideas to present to City Council in January. An electronic “brainstorming” method will be used to select transformative ideas.
- Mark stated that iMesa ideas can be updated to reflect any decisions made and notifications will be sent out through the iMesa system to anyone who submitted, commented, or voted on an idea. This is part of the follow-through process integrated into the iMesa program. Ted suggested that momentum is needed for a successful initiative.
- Bill stated that he would like to see the committee submit a quarterly report to the Council on iMesa progress.
- Mark stated that residents who submitted ideas will also be invited to participate in events related to their idea. They could have their picture taken with the Mayor and be recognized in public forums such as a Council Meeting or at the Mayor’s Breakfast. It is important to highlight that iMesa is driven by the community and honor those who submit successful ideas.
- Kate and Elizabeth discussed partnerships with Mesa Public Schools for the village meetings and iMesa ideas.
- The committee requested that an FAQ regarding iMesa be made available for distribution at village meetings and online.
- The committee decided to order shirts instead of name badges for the village meetings to present a unified look.
- Kathy thanked Amy and Natalie for their work to organize the village meetings.
- The next steering committee meeting is scheduled for October 12. Location to be determined.
- Meeting adjourned